

Message Text

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PAGE 01 MEXICO 03550 240259Z

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 USIA-15 /033 W

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R 240020Z APR 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 7399

INFO AMCONSUL GUADALAJARA

AMCONSUL MONTERREY

UNCLAS MEXICO 3550

E.O. 11652: N/A

TAGS: BEXP, BTRA, MX

SUBJ: GEORGIA TRADE TREK VI - MEXICO

REF: STATE 274093, 12/14/74; 044292, 2/2/75.

GEORGIA TRADE MISSION "GEORGIA TRADE TREK VI" HAS JUST COMPLETED ITS VISIT TO MEXICO CITY WITH PARTICIPATION BY GOVERNOR BUSBEE AND LEFT TODAY FOR GUADALAJARA. ELEVEN MEMBERS COMPRISED GROUP, INCLUDING GENERAL RICHARD ALLEN, SUB-DIRECTOR OF GEORGIA DEPARTMENT OF COMMUNITY DEVELOPMENT AND HIS ASSISTANT CHARLES WHITE. WHITE HAD PREVIOUSLY VISITED MEXICO AS ADVANCE MAN TO ARRANGE FOR TRIP. GOVERNOR GEORGE BUSBEE ARRIVED ON MONDAY, APRIL 21 FOR A TWO DAY VISIT TO SUPPORT THE MEMBERS OF THE MISSION. ACTIVITIES INCLUDED AN EMBASSY BRIEFING BREAKFAST SUNDAY MORNING, APRIL 20, A SECOND BRIEFING BREAKFAST THE 21ST WITH THE AMERICAN CHAMBER OF COMMERCE OF MEXICO, A PRESS CONFERENCE ARRANGED BY USIS FOR GOVERNOR BUSBEE, COURTESY CALLS BY THE GOVERNOR, INCLUDING ON FOREIGN SECRETARY RABASA, A LUNCHEON HOSTED BY THE MEXICAN INSTITUTE OF FOREIGN TRADE AT THE SPORTS PALACE, A RECEPTION FOR 160 PERSONS GIVEN BY THE AMBASSADOR AT THE RESIDENCE IN HONOR OF THE GROUP, AND A COURTESY VISIT TO THE MEXICO CITY CHAMBER OF COMMERCE.

THE REST OF THE TIME WAS TAKEN UP WITH TRADE VISITS BY INTERESTED MEXICAN COMPANIES AND INDIVIDUALS, USING THE FACILITIES OF THE TRADE CENTER FOR MEETINGS.

TRADE TREK VI CAN BE CONSIDERED AN UNQUALIFIED SUCCESS IN SPITE OF THE VARIED BUSINESS INTERESTS REPRESENTED. FIRST, THE GEORGIA UNCLASSIFIED

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DEPARTMENT OF COMMUNITY DEVELOPMENT MUST BE CONGRATULATED FOR THE

HIGHLY MOTIVATED GROUP IT SELECTED FOR THE MISSION, AND THE EXCELLENT PREPARATION IT MADE BEFORE ACTUAL TRAVEL WAS UNDERTAKEN. IN SPITE OF A VERY BUSY SCHEDULE FOR SUCH A SHORT PERIOD OF 2-1/2 DAYS, A TOTAL OF 76 INTERVIEWS WERE OFFICIALLY TABULATED FOR THE 9 MEMBERS, INCLUDING VISITS TO GOVERNMENT OFFICES, AND ADDITIONAL MEETINGS WERE UNDERTAKEN BY THEM INDIVIDUALLY. DURING HIS PRESS CONFERENCE, GOVERNOR BUSBEE ANNOUNCED THAT ATLANTA, GEORGIA WOULD BE HOST, AT AN EARLY DATE, TO A MEXICAN INVESTMENT SEMINAR ORGANIZED BY THE MEXICAN FOREIGN TRADE INSTITUTE. HE ALSO INFORMED THE EMBASSY - BUT DID NOT ANNOUNCE - THAT MEXICO EXPECTS TO ESTABLISH A CAREER CONSULATE IN ATLANTA AND THAT GEORGIA PLANS TO ORGANIZE AN EXHIBITION OF AGRICULTURAL MACHINERY TO BE HELD AT THE U.S. TRADE CENTER IN MEXICO. MUCH OF THE SUCCESS OF THE MISSION IS DUE TO THE METICULOUS PREPARATION MADE BY THE SECRETARY, MISS DAISSY PONCE, HIRED A MONTH PREVIOUS TO THE ARRIVAL DATE. HER WORK WAS OUTSTANDING AND SHE CONTINUED TO LEND HER SUPPORT DURING THEIR STAY. ALSO, THE PERSONNEL OF THE TRADE CENTER CONTRIBUTED MUCH TIME AND ASSISTANCE TO THE MEMBERS, INCLUDING A BRIEFING BY THE DIRECTOR, ROBERT FOGLESON. FINAL TABULATIONS OF RESULTS WILL BE MADE ON THEIR RETURN. JOVA

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MEXICO03550
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750143-0509
From: MEXICO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750421/aaaaatev.tel
Line Count: 83
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 274093, 75 12/14/74, 75 044292, 75 2/2/75
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 08 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <08 JUL 2003 by SilvaL0>; APPROVED <03 FEB 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GEORGIA TRADE TREK VI - MEXICO
TAGS: BEXP, BTRA, MX
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006